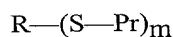


WHAT IS CLAIMED IS:

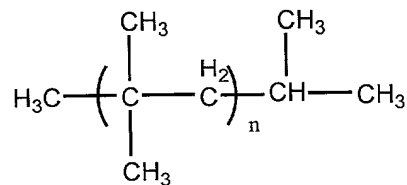
1. A treatment composition comprising a liquid emulsifiable concentrate of a reactive agent comprising, by weight:
 - i) one or more reactive agents wherein the reactive agent is comprised of one or more reactive groups of the electrophilic, nucleophilic or protected thiol type;
 - ii) a water immiscible solvent; and
 - iii) one or more surfactants.
2. A treatment composition according to Claim 1, wherein the reactive agent is from about 0.01% to about 20%, the water immiscible solvent is from about 20% to about 99%, and the surfactant or surfactant mixture is from about 1% to about 50%.
3. A treatment composition according to Claim 1, wherein the reactive agent is covalently reactive with an amino acid based substrate.
4. A treatment composition according to Claim 3, wherein the reactive agent is covalently reactive with hair.
5. A treatment composition according to Claim 4, wherein the reactive agent additionally comprises a cosmetically active functional group.
6. A treatment composition according to Claim 4, wherein the reactive agent comprises an electrophilic reactive group selected from the group consisting of halotriazines, haloquinoxalines, halopyrimidines, vinylsulfones, β -haloethylsulfones, β -sulfatoethylsulfones, acrylates, methacrylates, acrylamides, methacrylamides, maleimides, epoxides, acylhalides, esters, carbamates, dithiocarboxylic acid esters, alkoxy silanes, thiosulfates, anhydrides, urea derivatives, isothiocyanates, isocyanates, lactones, thiosulfates, isothiuroniums, azalactones and mixtures thereof.
7. A treatment composition according to Claim 4, wherein the reactive agent comprises a nucleophilic reactive group selected from the group consisting of thiols, thiolates, thiols or thiolates containing quaternary salts, thioalkyl esters, thioalkylamides, thiol or thiolate derivatives of cysteamine, and mixtures thereof.

8. A treatment composition according to Claim 4, wherein the reactive agent comprises a protected thiol reactive group having the formula



where R is a mono or multivalent cosmetically active functional group, S is sulfur, Pr is a protecting group and m is an integer between 1 and 100.

9. A treatment composition according to Claim 8, wherein the protecting group is selected from the group consisting of heterocyclic protecting groups, sp^2 aliphatic trigonal carbon protecting groups, sp^3 carbon electrophilic protecting groups, phosphorus protecting groups, metal based protecting groups, non-metal and metalloid based protecting groups other than phosphorus, energy-sensitive protecting groups and mixtures thereof.
10. A treatment composition according to Claim 1, wherein a dispersing aide is present from about 0.5% to 20%.
11. A treatment according to Claim 10, wherein the dispersing aide is a C₅-C₁₀ alcohol.
12. A treatment composition according to Claim 1, wherein the water immiscible solvent is selected from the group consisting of a volatile or nonvolatile silicone compound, a volatile or nonvolatile hydrocarbon compound, propylene carbonate and mixtures thereof.
13. A treatment composition according to Claim 12, wherein the water immiscible solvent is selected from the group consisting of volatile and nonvolatile hydrocarbon compounds having about 10 to 30 carbon atoms, isododecane, isohexadecane and compounds depicted by the following general structure:



wherein n ranges from 2 to 5.

14. A treatment composition according to Claim 12, wherein the water immiscible solvent is selected from the group consisting of linear polydimethylsiloxanes, cyclic polydimethylsiloxanes and mixtures thereof.
15. A treatment composition according to Claim 14, wherein the water immiscible solvent is selected from the group consisting of hexamethylsiloxane, cyclomethicone and mixtures thereof.
16. A treatment composition according to Claim 1, wherein the surfactant is selected from the group consisting of anionic surfactants, cationic surfactants, nonionic surfactants, amphoteric surfactants, zwitterionic surfactants, Gemini surfactants and mixtures thereof.
17. A treatment composition according to Claim 16 wherein an anionic surfactant is selected from the group consisting of phosphate esters and their salts, alkyl sulfonamides, alkyl sulfosuccinates, salts of sulfated nonylphenoxypoly(ethyleneoxy) ethanol, salts of alkylbenzene sulfonates, salts of alkylnaphthalene sulfonate, sulfonated aliphatic polyesters and their salts and mixtures thereof.
18. A treatment composition according to Claim 16 wherein a nonionic surfactant is selected from the group consisting of ethoxylated alcohols, polyethoxylated alcohols, ethoxylated alkyl phenols, linear aliphatic polyesters, linear aromatic polyesters, linear aliphatic ethoxylates, branched aliphatic ethoxylates, polyethoxylated castor oil, polyethoxylated carboxylates, polyethoxylated alkylamines and mixtures thereof.
19. A treatment composition according to Claim 18, wherein the surfactant is a C₈-C₁₆ alkyl ethoxylate with two to seven ethoxylates.
20. A treatment composition according to Claim 17, wherein the surfactant is an alkyl sulfosuccinate or dialkyl sulfosuccinate.
21. A treatment composition according to Claim 16, wherein the surfactant comprises two long hydrocarbon chains of C₁₂-C₂₂ and two ionic head groups linked by a short spacer.

22. A treatment composition according to Claim 19, wherein the surfactant is a C₁₂ ethoxylate with 2-4 ethoxylates.
23. A treatment composition according to Claim 16, wherein the surfactant is from about 4% to about 15%.
24. A treatment composition according to Claim 1, wherein the separate aqueous composition is a fluid, lotion, fluid cream or cream having a viscosity from 500 to 100,000 mPas or above.
25. A treatment composition according to Claim 24, wherein the separate aqueous composition is a hair shampoo, skin cleanser, skin lotion, hair conditioner, hair dye, hair permanent wave, hair straightener, hair bleach, styling spray, hair mousse, two-in-one shampoo, fabric softener, lotions, nail polish, or hair serum.
26. A treatment composition according to Claim 10, wherein the dispersing aide is selected from the group consisting of heptanol, octanol and mixtures thereof.
27. A treatment composition according to Claim 10, wherein the dispersing aide is fumed silica.
28. A kit containing a single package containing a first and second compartment wherein the first compartment contains an aqueous composition and the second compartment contains a composition according to Claim 1.
29. A method of treating amino based substrates wherein the composition of a first compartment is mixed with the composition of a second compartment immediately prior to applying to the amino based substrates.
30. A method of treating amino based substrates wherein the composition of a first compartment is mixed with the composition of a second compartment during the application to the amino based substrates.

31. A method according to Claim 29 wherein a multi-chamber package is used in which the emulsifiable concentrate is stored within a first chamber and the aqueous composition is stored within a second chamber.
32. A method according to Claim 30 wherein a multi-chamber package is used in which the emulsifiable concentrate is stored within a first chamber and the aqueous composition is stored within a second chamber.
33. A method according to Claim 29 wherein more than one package is used in which the emulsifiable concentrate is stored within a first package and the aqueous composition is stored within a second package and wherein the volume of the first package is large enough to allow the addition of the contents of the second package to allow the mixing of the compositions prior to application.
34. A method according to Claim 30 wherein more than one package is used in which the emulsifiable concentrate is stored within a first package and the aqueous composition is stored within a second package.
35. A method according to Claim 29 wherein the emulsifiable concentrate and the aqueous composition are mixed by rubbing of two hands together.
36. A method according to Claim 30 wherein the emulsifiable concentrate and the aqueous composition are mixed by the massaging with two hands onto the said substrate.
37. A method according to Claim 31 wherein the first and second chambers are separated by barriers which are deformed, broken or removed prior to use.
38. A method according to Claim 32 wherein the first and second chambers are separated by barriers which are deformed, broken or removed prior to use.
39. A method of bleaching, coloring, and/or conditioning hair wherein the composition of the first compartment is mixed with the composition of the second compartment immediately prior to applying to the amino based substrates.

40. A method of bleaching, coloring, and/or conditioning hair wherein the composition of the first compartment is mixed with the composition of the second compartment during the application to the amino based substrates.
41. A method of treating amino acid based substrates by applying to the substrates an effective amount of composition according to Claim 1, wherein the composition provides a long-lasting treatment effect.
42. A method of bleaching, coloring, and/or conditioning hair by applying to hair an effective amount of composition according to Claim 1, wherein the composition provides a long-lasting treatment effect.